

Prospectus Versus Product

Ask Closer Tie With Ottawa

"We are ready and willing," President J. Arthur Hirsch told the meeting of the Quebec Allied Theatrical Industries last week in Montreal, "to give our entire help to the government, but I think that we should be consulted as a whole and not let things drift in a haphazard way, as has often

(Continued on Page 4)

Technicolor at Peak Production

If Technicolor continues its yearly growth in the same proportion it won't be too long before sepia A features will be in the minority. The company's cameras are being subjected to the maximum use right now. They have 22 of them in action, two to each film in production, and it could use several times that number.

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Theatre Men Plan Coal Conservation

The coal shortage, now Canada's No. 1 emergency, will get the special attention of theatre operators under the leadership of the Motion Picture War Services Committee. That body met with men from the Department of Munitions

Barron Now Voices Paramount News

Win Barron, Paramount's Canadian publicity man, is now commentator for the Canadian part of that company's reels. Paramount has been using an increasing number of Canadian subjects and theatres are boosting the reel through newspaper ads.

Exhibitors Ask That Pre-Season Printed Promises Be Kept

A question being raised in USA exhibition circles which may have some future application to Canada is the failure of certain distributors to live up to pre-season promises made in promotion literature and prospectuses.

Win Yourself a Patriotic Prize

The Motion Picture War Services Committee will hold a contest for all theatre workers to find a good slogan for the coal conservation campaign.

Prizes will be \$25, \$15 and \$10 in War Savings Certificates for the best punch-lines. The Fuel Committee of the organization will do the judging.

All details will be announced soon. So get a head start by using your head now. There's money, fun and duty in the pursuit of an apt phrase.

Help earn part of your personal coal bill by thinking of something that will help Canada.

The complaints, though originating across the line, are of particular interest here because they apply to the sale of yearly blocks, a method in general practice in the Dominion. In the USA yearly block booking is an exception, most of the companies selling in blocks of five. The right to cancellation and substitution provide the exhibitor with

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Veteran Ottawa Operator Passes

A veteran Ottawa motion picture projectionist who learned his trade in the days when the projectors were cranked by hand, Michael Ventura of Ottawa, died there last week. He was 45 years old.

After playing in an orchestra for some time during his late 'teens, he went into motion picture work 25 years ago. At first he worked for his father, the late George Ventura, at the old Paris theatre.

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The Coal You Save Will Heat Hell for Hitler

With Hitler's European Fortress being transformed into his tomb by the Allies, another double-barrelled job that will speed the process has been given theatre men. You are being asked to cut your use of coal by 30 per cent and to influence your patrons to do the same. Those ebony chunks are really black diamonds these days.

Whenever a great issue is moving towards the decisive period one thing becomes plain—that the greater the action, the greater the reaction. The increasing action in Europe by our soldiers and their comrades has caused a proportionate reaction at home. And a very important part of it is the need to save coal.

Coal moves the trains and ships which speed our soldiers towards victory. Coal heats the smelters from which are weaved in steel many of the things of war. Coal is importantly related to the outcome.

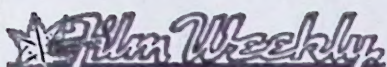
The English lived for so long during this war putting out fires they didn't light. The Germans are living among fires they aren't lighting and can't put out. But Canadians still light their fires and put them out any time they want to—one of the rarest privileges in the world today. Exercise that privilege by making fewer fires and cutting down those you do.

Save coal to beat Hitler. Save to beat Hell.

'Phantom of the Opera'

A UNIVERSAL PICTURE in GLORIOUS TECHNICOLOR

The Biggest Boxoffice Sensation in Canadian Motion Picture History!



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HYE BOSSIN, Managing Editor

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Hot Time Coming

They won't need any heat at the next meeting of the National Advisory Council if present indications count for anything.

There seems to be a general agreement among exhibitors' organizations of various and conflicting interests that the groupings approved by the Wartime Prices and Trade Board are not the fairest.

The National Council of Independents, which confines itself to exhibitors without circuit affiliations, has served notice that it will fight "the inordinate number of specials and so-called top group pictures." It demands that film prices be kept from thawing out further and asks a re-freezing of terms according to the basic period.

The Quebec Allied Theatrical Industries, at the Montreal meeting just concluded, listened with agreement to the report of its secretary, B. C. Salamis, that film prices had risen and that something should be done. The Quebec organization is made up of Independents and circuits.

The Motion Picture Theatres Association of Ontario will meet in Toronto on the 21st and it is likely that the question of groupings and policies will get a going-over.

In the USA a new angle of attack has been found by exhibitor bodies. They are demanding that companies deliver according to the prospectuses issued by them and suggest that, when an exhibitor signs his deal, that he should demand that the pictures named in the prospectus be included in the contract.

There's trouble ahead, all right.

National Unity

That much-discussed matter, a national body, found support at the meeting of Quebec Allied. The importance of it was recognized by President Arthur Hirsch when he suggested that the Industry be consulted as a whole by Ottawa in matters which bear on it. The only group that represents the entire Industry now without any dispute about its position is the Motion Picture War Service Committee. Its work, however, is confined to the war effort.

Ontario wants a national body. So does Quebec. P. W. Mahon, president of the Saskatchewan Exhibitors, who is linked with the National Council, is in favor. For the first time there are elements in each exhibitor group who think that a national body will bring much benefit.

Those who oppose it haven't the best interests of the Industry at heart.

A Rallying Force

Motion pictures are becoming the spearhead of domestic morale. Each new and worthy one becomes a means of bringing together the leaders associated with the theme of the film, furthering unity and action by welding their convictions and determination more closely.

Her Royal Highness Princess Juliana of the Netherlands was present one night last week at a private screening of "The Silver Fleet," a British film of Dutch heroism. The scene was the Village Theatre, Toronto, and the sponsors were the Netherlands Relief Fund, Ontario Branch.

This regard for the motion picture in high places isn't enough to protect it from the many who make it one of their chief interests. We still have the self-appointed guardians of public morals to contend with. The activities of many of these go on in spite of the fact that there are censor boards and other such bodies watching over things.

It is hard to understand people who can't get the same sense of self-importance by working harder for the war effort.

Prospectuses Vs. Delivery

(Continued from Page 1)

some protection under the blocks of five method.

The USA Allied, which brought up the question, passed a resolution in which it admitted that the company charged with breach of faith was protected against legal liability. "This has been accomplished by limiting its undertaking in the contract to the delivery, up to a maximum number stated, of pictures actually released during the contract period," the resolution states. "Nevertheless, the contracts were solicited on the basis of the printed announcement and exhibitors relied on the announcement in signing the contracts. The publication and use of the announcement, under the circumstances, amounted to a representation that the attractions signed therein would be delivered."

Allied claims that one company has included eight of its top pictures, specified in its prospectus as being part of its 1942-43 program and undelivered, in this season's list, and it asks that they be delivered this year. Their places in the high rental brackets of last season were used for substitutions of lesser value, it says, "and in this fashion the exhibitors have been subjected to losses of revenue which could not have been anticipated when the deals were made."

In Canada each company divides its product into several price groups, all of which are subject to the approval of the Wartime Prices and Trade Board. The exhibitor is under no compulsion to accept a substitute unless the director of the Theatre and Film section of the WPTB finds that it has an equivalent value.

Canadian groupings approved by the WPTB have not been accepted with enthusiasm by exhibitors. At the Montreal meeting last week of the Quebec Allied Theatrical Industries, at which 114 theatres were represented, B. C. Salamis, delegate to the advisory council, contended that the majority of film companies had failed to deliver the goods and that the groupings have been used to increase film prices. The National Council of Independents, meetings earlier in Toronto, demanded that the WPTB pare down "the inordinate number of specials and top group pictures."

Big USA Circuit

Amps, the American army circuit which operates everywhere the troops are, serves 1,000 theatres with an annual attendance of 225,000,000. It spends \$10,000,000 annually in rentals. Canada's army camps do not operate as a circuit, they being booked individually.

Exhibits Fight Coal Dearth

(Continued from Page 1)

tising to make the public realize the need of saving coal.

Among the points made in the interest of conservation are these:

Make sure the fuel bed in furnace is not over 18 inches deep.

Reduce firing as attendance increases. Every adult is equivalent to one square foot of steam radiation.

Do not use more than ten per cent of outside air in ventilating plants. Use exhaust fans sparingly.

Keep windows and doors closed whenever possible.

Discontinue supply of hot water to washrooms and see that cleaners do not waste it.

It is considered that there will be very little discomfort caused by the instructions. In fact, the public may like it better and find it healthier to have less heat.

Exhibitors and managers should make sure that they get the guide sheets on time. If misplaced, new ones should be gotten immediately.

Carelessness or lack of interest in saving coal is unpatriotic.

Veteran Ottawa Operator Passes

(Continued from Page 1)

His brother, Sam Ventura, who entered motion picture work 35 years ago and is now a projectionist at the Elgin theatre, helped him to learn the fine points of the old-time equipment.

Ventura, Sr., and his two sons moved to Hintonburg where they operated the West End theatre for four years. Later Michael worked at the old Family theatre on Queen street and in several other movie houses in the city before joining the staff of the Rideau theatre as a projectionist 13 years ago.

He was a charter member of Local 257 of the Operators' Union when it was organized nearly 20 years ago, and served for a time as secretary.

Canadian Camps Get Metro 16 Mm. Films

Canadian army camp theatres relying on 16 mm. will be using MGM product for the first time this week. Hanson, who also handles the Paramount small-sized stuff, will distribute. Four leading service organizations, the Canadian Legion, YMCA, Salvation Army and KofC, are dating the MGM addition. They support the Army, Navy and Air Force Film Society.

IT'S ALWAYS
FAIR WEATHER
WHEN GOOD
SHOW MEN
AND GOOD
SHOWS GET
TOGETHER!

THE Paramount Picture

EXTRA
PLAYING TIME IS
THE ORDER OF
THE DAY WITH
PARAMOUNT
PRODUCT!

VOL. 2

(ADVT.)

The Lowdown on the Production and Distribution of the Best Shows in Town!

NO. 3

Crosby's 'Dixie' Right on BO Beam

Paramounts 'Dixie' On Hit Parade

Indicating the popularity of the music from Paramount's Technicolor musical, "Dixie" with Bing Crosby, Dorothy Lamour and Marjorie Reynolds, "Sunday, Monday and Always" and "If You Please" were both on the Hit Parade last week, the former in third position. Decca Records report outstanding sales on these two numbers, sung by Bing Crosby and chorus. Compo, distributors of Decca in Canada, have come out with window streamers to publicize the two hits and "Dixie."

EXHIBITORS AWAIT MUSICAL PARADE

Paramount will hit the boxoffice bullseye again with the first of their new Technicolor Musical Parade opuses, "Mardi Gras." With 20 minutes of thrill-packed action and music, and co-starring Betty Rhodes and Johnnie Johnston, the picture is cast in the gay carnival setting of the Mardi Gras festival in New Orleans. Into it is woven the romantic adventures of Susy Brown, stenographer, and Johnnie Johnston, soda jerk. They realize their dreams on Mardi Gras night, she as a lovely lady-in-waiting to the queen, and Johnnie as a gayly garbed musketeer. In this world of make believe, the girl tries to impress the boy as a society debutante and the boy poses as a man-about-town. They are finally forced to reveal their true identities when they are picked to rule as King and Queen of the Carnival.

There are two first-class song hits in "Mardi Gras," "All the Way," by Jule Styne and Kim Gammon, and "At the Mardi Gras," by Lester Lee and Jerry Seelen.

Wideawake Exhibitors are going to find there is plenty of room for showmanship in Paramount's new series.

Superb T'Color Musical Outgrosses 'Reap', 'Inn', 'Morocco' & 'Major'

Paramount's Technicolor musical, "Dixie," opened up in Halifax last week in a blaze of color. "Convoy Centre" went overboard so heavily for this new Crosby-Lamour song saga that it outstripped the business done by "Reap the Wild Wind," "Holiday Inn," "Major" and the "Minor" and a host of others setting the pace for the rest of the Dominion. But then how could it fall with Bing—and Dotty—12 smash tunes—and Technicolor, too?

In "Dixie," Paramount has brought to the screen the story of the early life of the minstrel show. Built around the life of Dan Emmett, composer of the ageless "Dixie," the story weaves a fanciful plot that is most entertaining to young and old alike—plenty of jive for the hep cats, plenty of nostalgic tunes for all others.

Among the latest modern tunes heard in "Dixie" are "Sunday, Monday and Always," "If You Please," "A Horse That Knows the Way Back Home," "Laughing Tony," "She's From Missouri" and "Kind'a Peculiar Brown." Among the battery of powerful old tunes are "Turkey in the Straw," "Dixie," "Swing Low, Sweet Chariot," "Last Rose of Summer" and "Buffalo Gals."

Along with Bing Crosby, Dorothy Lamour and Marjorie Reynolds, a newcomer, Billy de Wolfe, makes his appearance. De Wolfe, who really put his feet solidly on the ladder of fame for the first time at Montreal's Normandie Roof with Don Turner's Orchestra, drew a rhapsody of raves from the critics for the fine job he does in "Dixie." Audiences throughout the Dominion are going to demand more of this young man.

Others who round out the quartette in "Dixie" are Lynne Overman, Eddie Foy, Jr., and Bing Crosby.

On the American side of the 49th parallel, "Dixie" continues to eclipse other business, careening along at its mad pace in the first runs, toppling record after record. As an example, in Chicago, at the Chicago Theatre, at the end of the first five days it seemed headed for an all-time house record, the theatre filling on opening day at

Let's Face It



In "Let's Face It," Betty Hutton is teamed with Bob Hope to bring to the screen one of the most hilarious comedies seen in recent years. The picture is chockful of laughs and smart music—sheer escapist material.

the earliest hour in its history.

As the starting gun in Canada's Paramount month, "Dixie" is bound to turn out as heavy artillery that will brook no opposition from competitors. Paramount is going into the Fall season with a line-up of product such as it has never had in its history. In "Dixie," Paramount is giving to the public the type of fare they have been craving for—sheer escapist entertainment.

What with the advance buildup over the air and the desire on the part of the public for "Dixie's" toe tapping tunes interpreted in inimitable Crosby style, "Dixie" stands to be as colorful at the boxoffice as on the screen.

Bob Hope in Big Paramount Drive

"Let's Face It," with Bob Hope and Betty Hutton, is one of the three Paramount heavy guns trained on new records for Paramount Month. Along with "Dixie," Crosby-Lamour-Reynolds Technicolor musical, and "So Proudly We Hail," Goddard-Colbert-Lake-Britton-Tufts love story of nurses at war, "Let's Face It" is ready to bowl over audiences and records from one side of the Dominion to the other. Based on a Broadway show, "Let's Face It" is one of the most hilarious comedies to move across the country this year.

When "Let's Face It" opened at the New York Paramount, there were scenes reminiscent of the opening of "China" with lines forming at 6 a.m. and by 8:30 a.m. the theatre was packed. "Let's Face It" was the second-highest third week in New York Paramount's history. In Atlantic City, too, it was an all-time tops. House records were toppling in Brooklyn and Newark.

As an example of what the trade press think of "Let's Face It," here's what the Film Daily has to say: "Exhibitors should clean up with latest Hope pic; plenty of laughs in store for customers. 'Let's Face,' Bob Hope's latest cinematic venture, will roll up handsome grosses for the exhibitor. There is too much entertainment in this picture to arrive at any other conclusion... the production has what it takes to make the customers happy and the theatre man richer."

Technicolor Shorts

Paramount shorts rival Paramount features. 75 per cent of 1943-44 shorts are in color. The Short Department is crowding the feature studio for top laurels. Paramount shorts will top the industry this year. There's gold in them thar shorts. Every theatre will benefit by playing them.

PARAMOUNT MONTH - AUG. 30 TO SEPT. 25



OF CANADA LTD.
277 Victoria St.
Toronto

Sign Up With the NEW MONOGRAM Bigger and Better Films for 1943-44

SIX SPECIALS

1. **LADY LET'S DANCE**, featuring the skating venus, **BELITA**.
2. **HITLER'S WOMEN** will prove the boxoffice sensation of the year—portraying the savagery of the Reich and its brutal treatment of women and girls.
3. **GROUND CREW**, featuring Jackie Cooper.
4. **WHERE ARE MY CHILDREN?** a sizzling exploitation natural.
5. **FIGHTING QUARTERMASTER**, a booming saga of the services of supply.
6. A second **BELITA** musical ice spectacle.

TEN BOXOFFICE WINNERS

FOUR EAST SIDE KID
Specials
FOUR Big Musicals
TWO Charlie Chan Pictures

TEN REAL ATTRACTIONS

TWO Cisco Kid Pictures
TWO Bela Lugosi Subjects
SIX to be Announced

OUR WESTERNS ARE TOP-BRACKET PRODUCTIONS

FOUR featuring Johnny Mack
Brown and Raymond Hatton
FOUR featuring Hoot Gibson
and Ken Maynard

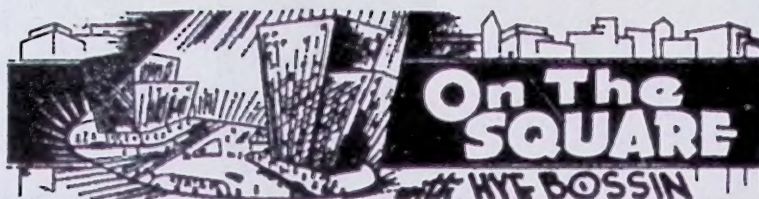
For Real Profits Buy Monogram Pictures for 1943-44

★

The fastest-growing company
in the industry

**MONOGRAM
PICTURES**

Toronto, Montreal, St. John
Winnipeg, Calgary, Vancouver



A Fine Piece of Work

Jim Nairn and Jack Barker of Famous Players publicity department have just gotten up a theatre ad manual of such excellence that the boys and girls who find themselves with a copy ought to be everlastingly grateful. Not just the contents are to be prized but it is physically handsome. I've been picking up things of the sort for years and have seen few to beat this one when it comes to telling what you should know simply and quickly.

It's naturally confined to FPC pilots but there is one part dealing with passes that I would like to reprint here. I'm sure the boys won't mind too much. It doesn't deal with tricks of the trade but with everyday relations.

Says the manual:

"This is not a discussion on passes but we all know that some of us don't always use passes where they will be of the greatest service. It is our understanding that a pass is given as a token of the manager's appreciation for a service rendered to his theatre. This being the case, we can think of no one more worthy of a pass from the manager than the compositor who sets his advertisement, yet this important individual is sometimes overlooked. No person is in a position to offer you more practical advice than the man who sets your advertisement every day. If you'll let him, he'll steer you right on the selection of type, the casting of mats and generally help you over the rough spots on the road to good advertising. Don't try to tell a compositor his business—seek his guidance. Tell him the effect you are trying to achieve and he'll help you put your ideas over."

I get a kick out of that because I used to be a compositor.

The Boys Are Having a Tiff

Roly Young, Globe and Mail critic, put "So Proudly We Hail" on the pan because, he claims, its realism is unentertaining. His remarks weren't hailed so proudly by Paramount and led to some yah-yahing, in the course of which Win Barron won a boost.

Wrote Roly:

"Despite Paramount's contention to my boss that my remarks about SO PROUDLY WE HAIL were adverse because I was mad because I didn't get the job, I'd like to draw your attention to the fact that Canadian Paramount News has been further Canadianized by having a Canadian commentator. New man on the job is Win Barron, who has been associated with Paramount in Toronto for some years now. Win does a swell job (at the Imperial). Localites from away-back-when will recall Win as the very pleasant voice and station-manager of the now defunct CFCA in years gone by."

Ain't It the Truth!

Phillip Wylie in "A Generation of Wipers" (Farrar and Rinehart, Inc., Toronto):

"Women possess most of the wealth. Most of the acts of man are performed to earn back some of this money owned by women—in order to give it back to other women."

Around and About

They're talking about the fellow who had a pass for "So-and-So and Party" who took the phrase literally. He was at a party and brought it to the theatre—24 people, they say . . . At the Queen's Theatre, Hespeler, "Major and the Minor" was on the screen when last week's rainstorm broke. There's a scene in the film where a rainstorm comes up. Just at that time the real one put the lights out. . . . Irving Stern, former Emp-U booker, has joined the sales staff of PRC. . . . Irving Goldsmith of EBA has left to join Superior as head booker in Montreal. His fellow-workers presented him with a pigskin bag during a screening the other night. . . . Harry Gerard, IATSE representative from Vancouver, was on the Square saying hello after the AF of L convention in Quebec. . . . Amps, the American army circuit, serves 1,000 theatres with an annual attendance of 25,000,000. It spends \$10,000,000 in rentals. Canada's army theatres aren't operated as a circuit but individually.

Ask Closer Tie With Ottawa

(Continued from Page 1)

been the case."

The meeting unanimously agreed that relations between Ottawa and the Industry had been more casual than they should be in times like these. Subsequent discussion led to the gathering going on record in favor of a Dominion-wide association which could speak for the whole industry.

Syd B. Taube, executive secretary of the Motion Picture Theatres Association of Ontario, had made a very good speech urging unity of all sections of the Industry.

George Ganetakos, veteran exhibitor, called upon the Industry to make every necessary sacrifice towards winning the war. "Let us not only talk about sacrifices," he said. "Let us do them even if it hurts."

Reports were read by B. C. Salamis, secretary, who reviewed the work of the WPTB, pointing out that the price of film had gone higher; and E. N. Tabah, treasurer. Other speakers were Jules Wolfe of Famous Players, who explained methods of coal conservation and their importance; and Maurice West, Dave Berzan, R. Berzan, Jack Adelson, Alderman Eugene Maynard, U. S. Alaire, and B. A. Garson.

Officers elected were B. E. Norrish, honorary president; J. Arthur Hirsch, president; George Ganetakos, vice-president; E. N. Tabah, treasurer, and Eugene Beaulac, secretary.

The executive committee comprises Hirsch, Ganetakos, Tabah, Garson, Salamis, Beaulac, West, J. A. DeSeve, W. E. Lester and T. H. Trow.

Directors elected were DeSeve, Ganetakos, Garson, Hirsch, Lester, West, Tabah, Trow, Salamis, Beaulac, A. Adilman, Albert Bey, Edouard Gauthier, C. H. Brock, Leo Choquette, and George Rotsky.

New 35 Mm. House At Camp Borden

Newest theatre in Canada is the South End Theatre at Camp Borden, which seats 2,500. The house, the second on the camp grounds, opened on September 1st with "Du Barry Was a Lady."

The theatre is 118 feet wide, the same as the North End Theatre, and has half the seating capacity of the latter. Officers pay 25 cents to enter and other ranks 15 cents.

Perkins Electric installed stage and sound equipment, such as Cincinnati Time Recorders, Morelight Suprex lamps and Vocalite screen.

ONLY THE VERY BEST .. SHORTS ..

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BEST CANADIAN THEATRES

HERE'S *PROOF
THAT:



"STAR-STUDDED"
PROGRAM BALANCER



*LATEST SELECTIONS

IMPERIAL
TORONTO

SNAPSHOT No. 9
STARRING:
FIBBER MCGEE & MOLLY

PALACE
MONTREAL

SNAPSHOT No. 10
STARRING:
GINNY SIMMS, GRACIE
FIELDS, MISCHA AUER

SHEA'S

TORONTO
SNAPSHOT No. 1
STARRING:
JAMES STEWART, CLARK GABLE, GENE AUTRY, TYRONE POWER





All Time Greats

★

COUNT OF MONTE CRISTO

Robert Donat

LAST OF THE MOHICANS

Randolph Scott

SANDERS OF THE RIVER

Paul Robeson

SCARLET PIMPERNEL

Leslie Howard

HENRY VIII

Charles Laughton

ELEPHANT BOY

Sabu

GHOST GOES WEST

Robert Donat

LAUREL and HARDY

FEATURES

1. Pack Up Your Troubles
2. Pardon Us
3. Beau Hunks

★

WATCH FOR

CORREGIDOR

Otto Kruger, Ellsa Landi

★

Producers Releasing Corporation

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277 Victoria St., Toronto, 2, Ont.

Movies Make Troops Happy

The Brandon, Manitoba, Sun told its readers recently about the effect of movies at home and abroad. Said the article:

There are over 1,240 theatres in operation in Canada and if each one had a complete "sell-out" at every performance there would be more than 531 million admissions in a year. As a matter of fact it is estimated that each person in the Dominion, man, woman and child, spent about \$4.10 on movies last year. That may seem like a lot of money but it was probably considered well spent. A good moving picture bolsters morale. Ask any soldier or sailor or boy in airforce blue. Men and women under arms at home and abroad find decent, satisfying and cheap entertainment in the theatres. They would be lost without such means of passing time.

Should their duties take them across the world to the Middle East, say to Egypt, a movie will be like an oasis in the desert. But they will still be able to follow the antics of Mickey Mouse and Betty Boop because there are about 120 theatres there, some of them open air, and most of the pictures shown are made on this continent. There is no dubbing, but French subtitles are superimposed and Arabic translations are thrown on a side screen. Palestine, Iraq and also Iran have movie theatres. Audiences in Iraq seem to have difficulty in understanding animated cartoons, however, so musicals are favored, but adventure stories and sentimental stories of a morbid character attract large crowds. German films have been

completely eliminated from the market in Iran since the Anglo-Soviet occupation in August, 1941. French films are also gradually disappearing.

But getting back to Canada where the war has boosted movies higher than ever in the million dollar bracketed industries. Although centres of war activity recorded the most marked increases in ticket sales over earlier years, advances were shared by all provinces. Ontario, Quebec and British Columbia and the Yukon boasted the three largest audiences. Halifax movie goers increased in number to an outstanding degree, accounting for the gain in the province of Nova Scotia considerably in excess of those recorded for other provinces.

Calgary Houses Host CWAC's on Anniver'y

Last week the management of the Strand, Grand, Capitol and Palace, all Calgary houses, played host to girls in the service in connection with the CWAC Anniversary Week.

The girls were guests at theatre parties, along with their friends.

Technicolor at Peak Production

(Continued from Page 1)

Restrictions on manufacture have frozen the number of cameras available and this bottleneck has caused studios to make arrangements that apply to the season after the present one.

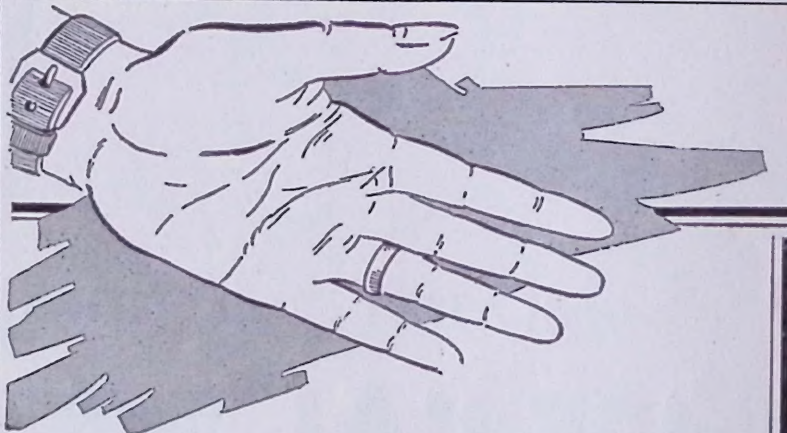
MGM, 20th Century-Fox and Paramount will exceed all others in the use of Technicolor this season, each planning ten tinted features. Universal has six on its schedule and all of Goldwyn's productions will be in color, among them "Up in Arms" and Bob Hope's "Treasure Chest." Republic is entering the Technicolor field for the first time this year. In some instances features will contain one or two color sequences.

The pressure on Technicolor facilities has been increased by the policy of coloring old and new shorts series. Fox will give hue to all Terry Toons and Paramount will color Popeye, as well as its three new series of short subjects.

Starting with a production of 5,526,128 feet in 1932, Technicolor reached 97,014,757 in 1941 and has been going up ever since.

New Beaded Screen

Strand, Dryden, Ontario, had a new beaded screen installed and patrons find things more pleasing.



"I FORESEE surprising developments for the post-war theatre . . .

but - - -

your present sound equipment must last for the duration. Conserve it with regular service!"

DOMINION SOUND EQUIPMENTS LIMITED

Head Office: 1620 Notre Dame Street West, Montreal

BRANCHES AT: HALIFAX TORONTO WINNIPEG REGINA CALGARY VANCOUVER

'North Star' Draws \$500,000 Ad Budget

Samuel Goldwyn has appropriated \$500,000 for a national advertising campaign for his forthcoming production, "The North Star," it has just been announced by RKO Radio Pictures, Inc., who will distribute the picture.

Announcement of the approval of this huge budget followed the arrival in Hollywood last week of S. Barret McCormick, RKO Radio's director of advertising and publicity, and William A. Schneider, vice-president of Donahue & Co., New York advertising agency, which has handled Goldwyn's account for several years. Presentation of the advertising campaign, one of the most inclusive ever created for the pre-selling of a motion picture, was made to Goldwyn and his director of advertising and publicity, William Hebert, at the Goldwyn studios in Hollywood.

*Make Your
Reservations Now!*

For the

**MEETING
AND
LUNCHEON**

of the

**Motion Picture Theatres
Association of Ontario**

**TUESDAY, SEPT. 21st, 1943
(12.30 P.M.)**

at the

**KING EDWARD HOTEL
TORONTO**

*"A United Front
For the Industry"*

Motion Picture Theatres Association of Ontario
26 Queen St. E. ELgin 9630 Toronto, Ont.

The Screen Event of the Year!

PHANTOM OF THE OPERA

A UNIVERSAL PICTURE

SMASHED

EVERY CANADIAN RECORD FOR
ONE DAY'S RECEIPTS OF A PICTURE
SHOWN AT REGULAR ADMISSION
PRICES!

SMASHED

EVERY CANADIAN RECORD FOR
ONE WEEK'S RECEIPTS OF A
PICTURE SHOWN AT REGULAR AD-
MISSION PRICES!

FORCED

THE UPTOWN THEATRE TO OPEN
ITS DOORS AT 9 O'CLOCK IN THE
MORNING FOR THE FIRST TIME IN
THE HISTORY OF THAT HOUSE IN
ORDER TO HANDLE THE CROWDS
SEEKING ADMISSION!

And That Change in Policy Was
Necessary At the Start of the

SECOND WEEK!

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